

WaterSense® Promotional Label Use Guidelines

What is the WaterSense promotional label and how is it different from the WaterSense label?

The WaterSense promotional label is a tool designed to help advertise WaterSense labeled products and certification programs to consumers and other purchasers. EPA created the promotional label as a way for partners to incorporate the WaterSense label into their marketing and advertising materials and increase the brand's visibility. The promotional label can be used anywhere in promotional materials. On the other hand, the WaterSense label, as a certification mark, may only be used directly on or adjacent to the specific WaterSense labeled products it identifies.

What does the WaterSense promotional label look like?

The promotional label includes the WaterSense label, wherein the words "WaterSense" and "Meets EPA Criteria" are arranged in a circular pattern around the WaterSense image. The colors used to make the label are Pantone 364 (green) and Pantone 641 (blue), and the fonts are Rotis Semi Serif – 65 and Helvetica Roman. The promotional label also includes a black or Pantone 641 (blue) box with one of the following phrases:

- "look for"
- "ask about"
- "we sell"

The WaterSense promotional label must be reproduced so that all of its components are legible. The promotional label should not be distorted or altered in any way. Pictured below is the promotional label with a blue and a black background, as well as a pure black and white version.



Who is eligible to use the WaterSense promotional label?

Any manufacturer, retailer, distributor, utility, community, state, or other organization or certified professional partner that wishes to use the promotional label may do so, as long as they have in place a signed, current WaterSense partnership agreement with EPA.

How and where can the WaterSense promotional label be used?

The promotional label should only be used to generally promote the purchase or use of WaterSense labeled products or programs, for example: by organizations that want to tell consumers to look for the label; by stores that want to promote the fact that they sell or make it easy for customers to find WaterSense labeled products; by certifying organizations that want to promote a WaterSense labeled certification program to irrigation professionals; or by manufacturers who make a variety of labeled products.

Partners can use the WaterSense promotional label on various materials, such as:

- Brochures
- Advertisements
- Circulars
- Trade show displays
- Point-of-purchase materials
- Web sites

Is there anywhere we may NOT use the WaterSense promotional label?

The promotional label, like the WaterSense label, may not be used in any way to imply that products or programs that have not met WaterSense certification criteria are labeled, or that EPA endorses the labeled product(s), manufacturers, retailers, distributors, organizations, or other partners, or, in the case of certification programs, the program itself or any certified professional.

NOTE: Although the promotional label is appropriate for directing your customers to WaterSense labeled products and programs in general, it might be more appropriate to use the WaterSense program logo or partner logo for general water efficiency promotional materials.

How can we be sure we are using the WaterSense promotional label properly?

EPA is happy to review your pre-press promotional items, draft Web sites, retail point-of-purchase promotions, or other materials that use the WaterSense label. To help us maintain the integrity of the program and its identity, we also ask that you alert EPA to any concerns you may have or possible misuse of the WaterSense promotional label in your industry.

How are WaterSense promotional label use violations handled?

WaterSense is a partnership among businesses, organizations, and the federal government. As part of the partnership, business, organizational, and professional partners may use the WaterSense promotional label. To protect the integrity of the promotional label, EPA will enforce these promotional label use guidelines and determine whether uses of the promotional label are appropriate. EPA will contact anyone who misuses the promotional label in writing or by phone. Violators will be given time to correct the error(s), depending on the severity of the violation and the medium in which the violation appeared. Dispute resolution procedures, outlined in the WaterSense Program Guidelines, will go into effect if a correction is not made to EPA's satisfaction.